

# US Census Bureau

## Philadelphia Region Update

Maryland State Data Center

Annual Affiliate Meeting

June 12, 2014

# US Census Bureau

## Philadelphia Region Update

- Regional Realignment
- Data Dissemination Activities
- 2014 Census Test
- Geographic Support System Initiative (GSS-I)
- LUCA
- Race, ACS

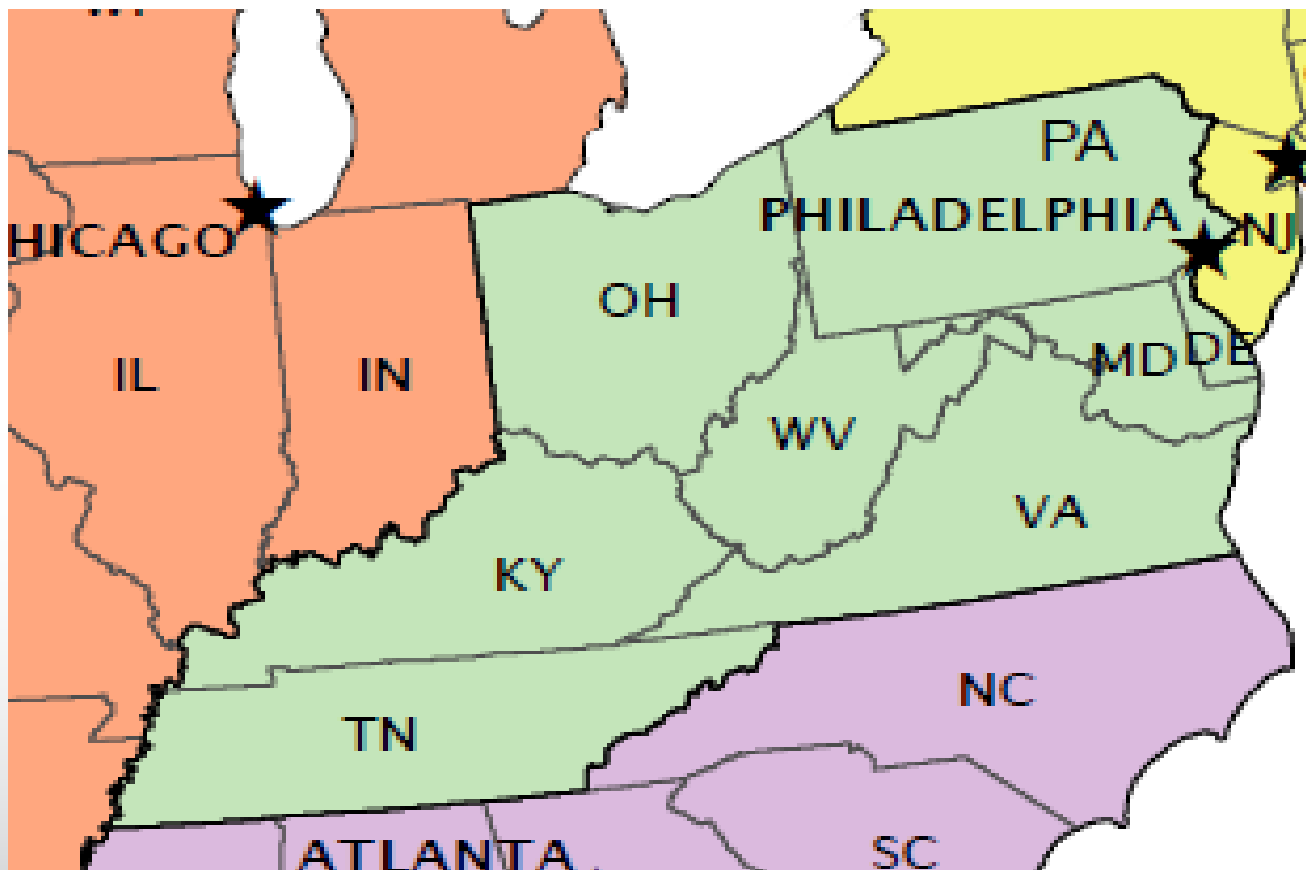
# Regional Realignment

## Before



# 2013 Regional Realignment

After



# US Census Bureau

## Philadelphia Region Data Dissemination Program

- Staff in Philadelphia PA, Washington DC, Akron OH, Richmond VA, Nashville TN
- Conduct workshops, presentations, trainings, webinars, , exhibit at conferences, data requests
- Provide Support to respondents on the 2012 SBO survey and other surveys

# US Census Bureau

## Philadelphia Region Data Dissemination Program

- Data for Decision Makers
- Targeted Data Dissemination
- E-gov blasts
- Congressional and Legislative
- Business Community

# PDS Activities in MD

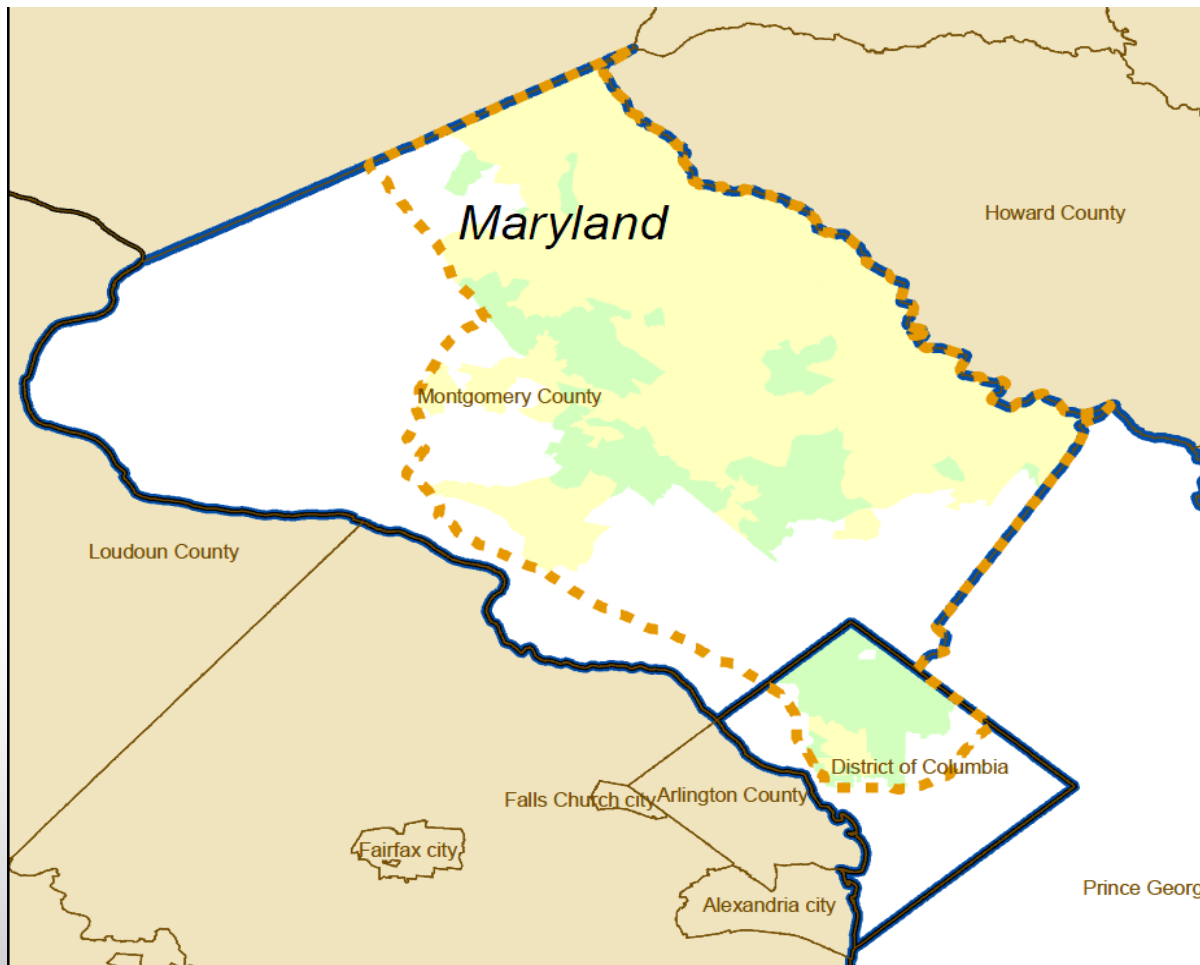
- TUGIS Conference
  - Session on Federal Government Activities in MD
  - Session on MD local uses of Census Data
- SBA Small Business Resource Day
  - Showcase services/programs to grow small businesses
    - Crownsville, Frederick, Waldorf, Wye Mills

# 2014 Census Test

- Purpose is to research modern and cost effective methods to participate in the census
- Use of internet to increase self-response and reduce paper questionnaires
- Improve follow-up data collection methodologies
- Selected areas in Montgomery County MD and Washington DC



# 2014 Census Test



# 2014 Census Test

- Pre-register with preferred method of contact
- Variety of response options: internet, phone, paper
- Use of automated instrument to improve data collection from non-responding households

# MAF/TIGER: Supporting the 2020 Census+

- Geographic Support System Initiative (GSS-I)
  - Integrated program utilizing partnerships for:
    - Improved address coverage
    - Continual spatial feature updates
    - Enhanced quality assessment & measurement (QI)
  - May allow for a targeted address canvassing operation in 2019 (cost avoidance)
  - Better quality throughout the decade to support intercensal surveys (ACS, Pop. Estimates)

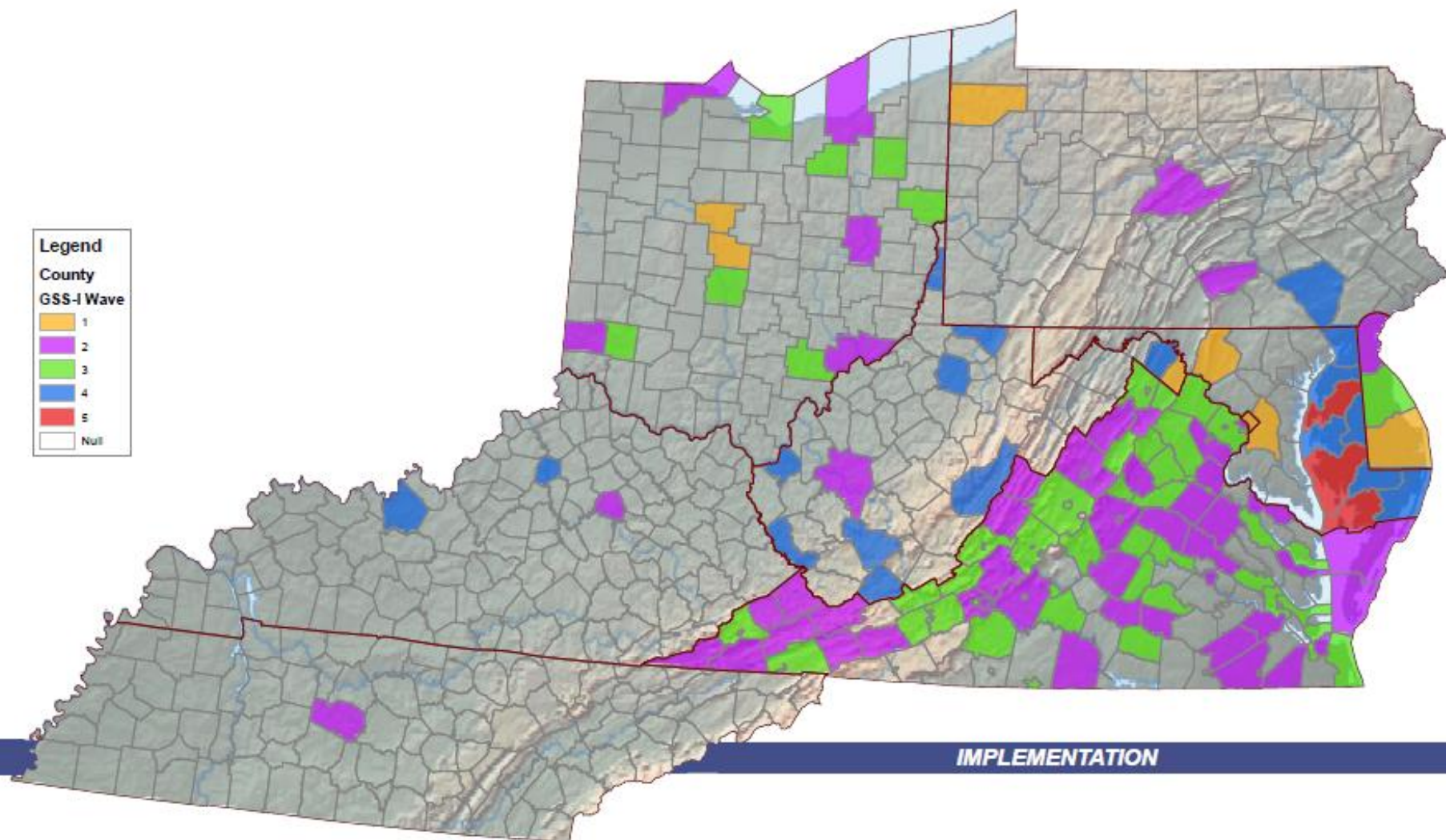
<http://www.census.gov/geo/www/gss/>



# GSS-I Partnership: Data Acquisition

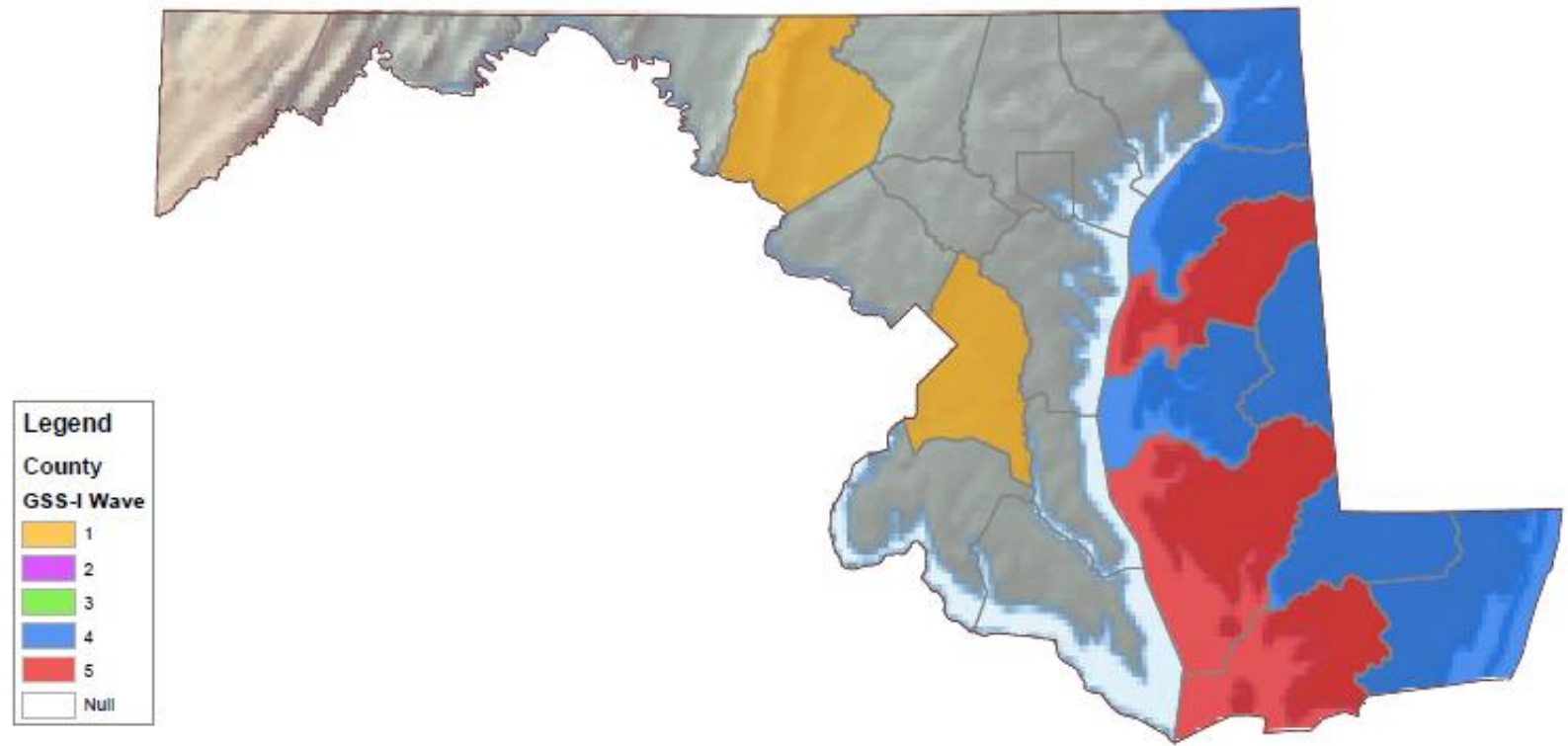
- Launched GSS-I Partnership Program FY13
- Identified ~56 initial 'Phase 1' partners to provide native address, structure point, and/or street centerline datasets
- Used GSS-I partnered data for production test of process and software first ½ of FY13
- FY13 'Phase 2' expanded production universe
- FY14 similar acquisition goals

# Partner Supplied MAF/TIGER Updates Via the Geographic Support System Initiative (GSS-I)



0 15 30 60 90 120 Miles

# *Partner Supplied MAF/ TIGER Updates Via the Geographic Support System Initiative (GSS-I)*



**IMPLEMENTATION**

0 5 10 20 30 40 Miles



# Local Update of Census Addresses (LUCA)

- PL 103-430
- Soliciting feedback through focus groups

# Race and Hispanic Origin

2010 Census Race and Hispanic Origin Alternative Questionnaire  
Experiment

**FOR IMMEDIATE RELEASE: FRIDAY, MARCH 28, 2014**

## **Race Reporting Among Hispanics: 2010**

This working paper shows how Hispanics reported their race on the 2010 Census questionnaire, with a unique emphasis on Hispanics who self-reported their origin. The paper provides an overall demographic description of the Latino population and examines different responses to the race question by selected demographic characteristics and geography



# Race and Hispanic Origin

## 2010 Census Race and Hispanic Origin Alternative Questionnaire Experiment

On Aug. 8 at 10 a.m., the U.S. Census Bureau will release the results of the 2010 Census Alternative Questionnaire Experiment (AQE) on race and Hispanic origin at a news conference at George Washington University. The 2010 Census AQE focuses on improving the race and Hispanic origin questions by testing a number of different questionnaire design strategies. This is among the largest quantitative efforts ever done for race and Hispanic origin research, and this important research is part of the Census Bureau's planning for the 2020 Census. Following the news conference, there will be a technical briefing at 1 p.m., which will include other experts in the field.

# American Community Survey

## Content Review Feedback

### ACS Content Review

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#### ACS Content Review Overview

If you use and rely on American Community Survey statistics, we want to hear about it!

#### Materials and Resources

We take very seriously our responsibility to minimize the burden on households that receive the American Community Survey (ACS). We also take seriously our job to collect the information the nation needs to govern effectively.

- [ACS Content Review Overview](#) [PDF 201KB]

The data collected in the ACS are critical for communities nationwide. At the same time, the public expects that the collection of information should be as minimally burdensome and intrusive as possible.

The Census Bureau regularly reviews the justifications for questions asked on the ACS to ensure that only the information needed is requested, and that the justifications provided by federal agencies for the ACS questions are current and valid.

As part of this content review, we posted an [ACS Data User Feedback Form](#) that asks for your thoughts and feedback on ACS questions. On the feedback form, you are able to select **up to five** ACS questions that are most important to you or that you use most frequently.

To keep updated on the Content Review process, subscribe to the [ACS Content Review](#) email notifications.

For more information about ACS questions, please visit [Questions on the form and why we ask](#).

# Questions?